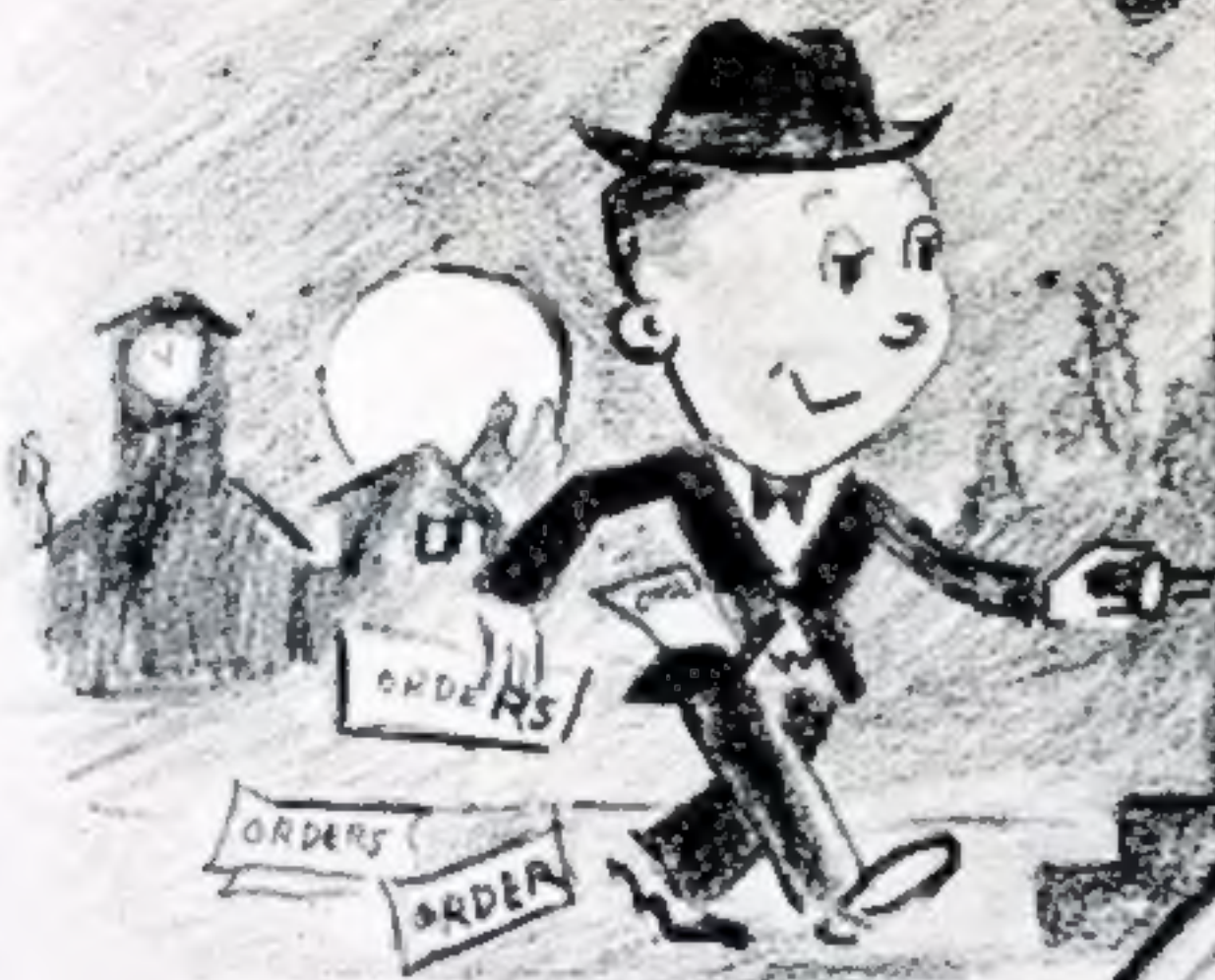




PLAIN TALKS

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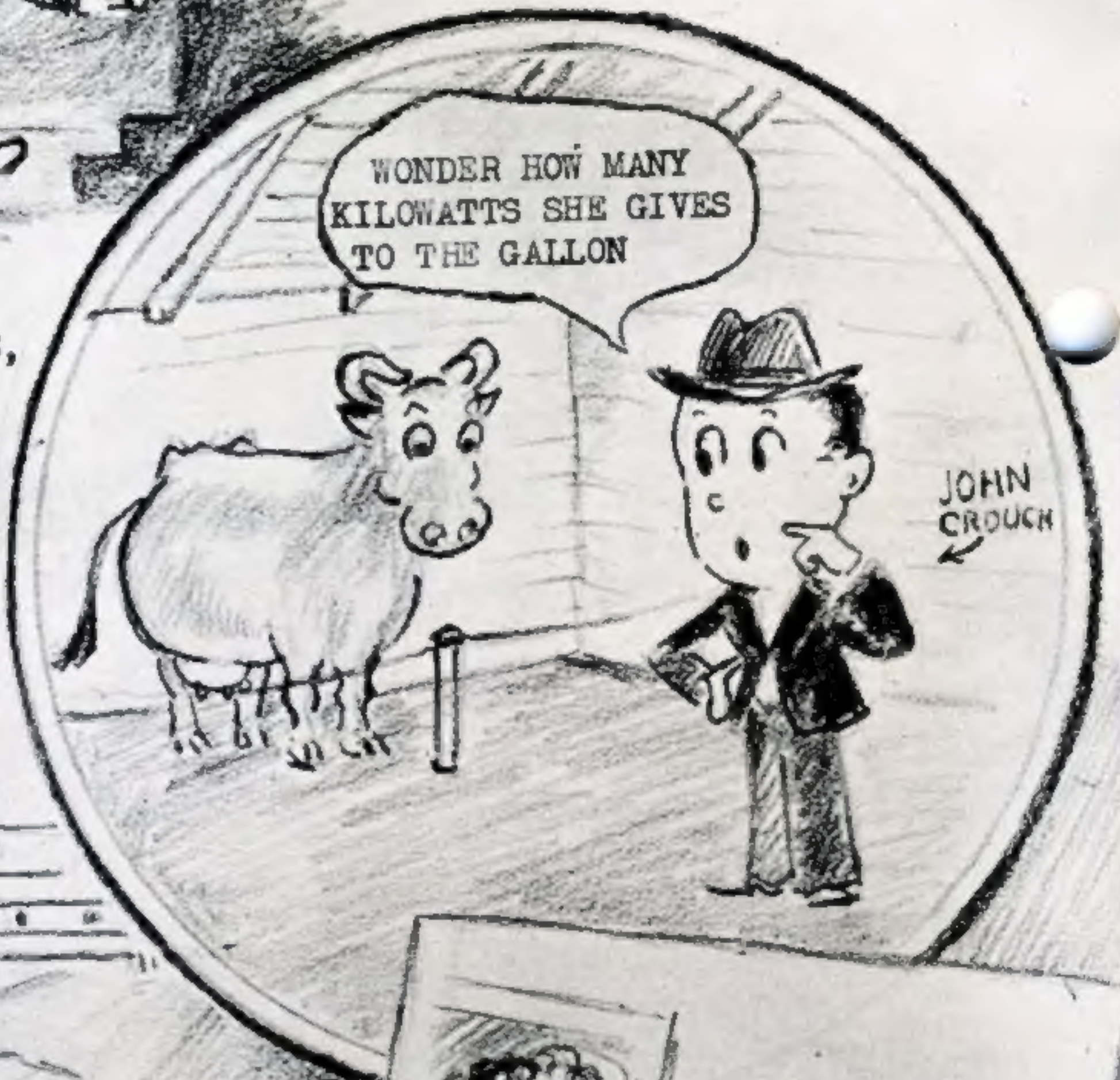
it HAPPENED THIS MONTH



IKE DANIEL SOLD 2 RANGES,
2 WATER HEATERS AND 2 RE-
FRIGERATORS ON WAY HOME
FROM WORK



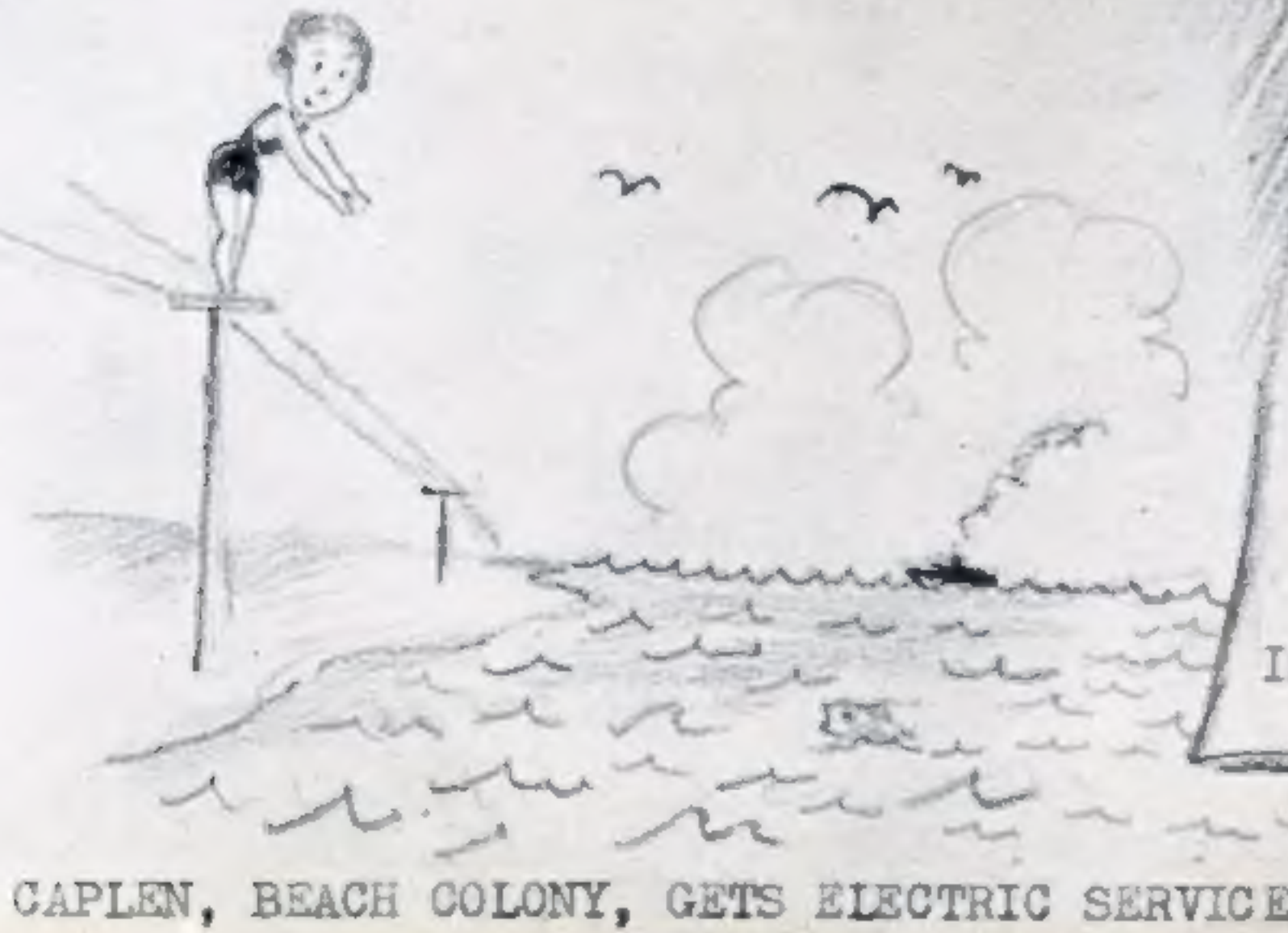
RUTH LANDRY WINS TRIP TO DETROIT



JOHN
CROUCH



JOE PREJEAN, SABINE PASS D.R.
IS A REGULAR FASHION PLATE



CAPLEN, BEACH COLONY, GETS ELECTRIC SERVICE

they re-tube condenser in record time



What started out to be—and was reported as such in the last issue of Plain Talks—a “superficial” condenser overhaul at Neches, turned out to be a major operation when Mechanical Maintenance Engineer M. B. Marshall and his crew got into her. In record time they removed the 10,000 (count 'em) old tubes and put in new ones and, as Mr. Hirsch points out, did such a good job of repacking there wasn't a leak in the lot when the condenser went back into service. In case you are interested in

statistics, each of the tubes is 21 ft. 3 3/16 in. long, so in round figures there is 40 miles of tubing in the condenser.

In the picture are top, left to right: V. O. Holst, C. Netzer, M. Sharp, M. Montague, M. B. Marshall (center), W. Spence, L. R. Eddins, I. J. Teal and P. Bradshaw.

Bottom: E. A. Andrus, Monte Street, W. Prejean, R. S. Burges, C. O'Brien, J. O. Keelan and Stan Scigousky.



Mrs. Trotti
Editor

Port Arthur division news

DISTRIBUTION

Those new faces you see in the Distribution Department are A. L. David of Beaumont who replaced L. W. Lengnick in the Planning Department; and J. M. Terrell and H. M. Acord, new men in the Line Department.

While Lee Hyatt and "Slim" Stoevers of the Service Department were sick, G. P. Fillingame was over in Mississippi and Alabama trying to catch fish. All three are back on the job now.

Leonora O'Neal has been practicing her golf lately—and she finds that she 'breaks in' a new set of muscles every time she goes out.

Gus Hawkins, of the Meter Department, with his own ideas about Social Security, has gone into the chicken raising business in a big way. But that is not why Guy Atkins was out polishing up "Red" Frazier's car the other afternoon.

ACCOUNTING

Looks like the Accounting Department played "Puss in Corner" recently. When J. T. Rush left the company on April 5, it resulted in a general "shake-up". Arsey Borne moved over to the A. R. J. desk—a new clerk is to be assigned to Arsey's work as Collector—but pending this, Elizabeth Hagy is doing the 'inside' collector's work; and Loraine Spence moved over to Elizabeth's desk as stenographer and clerk—while Mrs. Bernice (Trahan) Long was called in to operate Loraine's PBX switchboard.

Fred Davis is off his soup diet now. With his artificial assistance he is able to masticate juicy steaks.

LAKESIDE

Lawrence Lacour should be in the Commercial Department. He sold his '33 V-8 for the price of a new Terraplane.

O. E. Dubbs is vacationing—we know not where—

W. J. Johnston is in Liberty for a few days.

(Continued on page 9)

APRIL PLAIN TALKS

1st quarter sales results satisfactory

Although reluctant to count chickens before they hatch, General Sales Manager Riegel declares that merchandise sales results for the first quarter indicate that a new record is in the realm of possibility for the company this year. During the first three months—two of which are definitely "off" months so far as merchandise sales volume is concerned—the company secured 68.4 points of its 300-point annual bogie. Final figures for April will not be available until early in May. Early returns indicate that merchandise sales for the month, particularly with respect to ranges and refrigerators, will be more than satisfactory.

The Louisiana division is leading the sales parade with Central division second, Beaumont third, Port Arthur division fourth and Navasota fifth.

The company's annual average consumption per home customer per year has grown from 868 for the twelve months ending December 31, to 897 Kw-h. for the twelve months ending March 31.

The Louisiana division also leads in this connection, having gained 45 Kw-h during the first quarter. Starting with 956, this division's annual average per home customer is now 1001. Central division started with 1040 and has 1074, a gain of 34. Port Arthur started with 775 and had 803 on March 31, a gain of 28. Beaumont traveled from 816 to 838 during the same period for a gain of 22, and Navasota climbed 19 to 949.

Leading salesmen, by divisions, are Hall, Louisiana, French, Central, McCarroll, Beaumont, Dinkins, Port Arthur and Honsberger, Navasota. They lead their respective divisions on the basis of bogie sold through March 31.

Forgetting divisions and selecting simply on the basis of percent of bogie achieved the ten sales leaders of the company are McCarroll, Hall, Honsberger, Dinkins, Wilson (Nav), Bowden (La.), Little (La.), French, House (La.) and Connaughton (Bmt.).

While March, April and May are considered "refrigerator months", range

(Continued on page 9)

Central division news

R. F. Reid
Editor



LIBERTY

The Liberty sick list is much smaller. C. Ott, who recently had an operation, has been back since April 5, Mr. Brock has been on the job since April 11, T. Brady, since April 11th. We are very glad to have these employees back and I think that they are glad to be back too. They don't think as much of sitting around doing nothing as they would have us believe.

C. Ott has been transferred from the line department into the service department; T. Brady having been transferred to Anahuac to handle service work, repair work and collections. The territory of Anahuac, Wallisville, Hankamer and Monroe City has so many electric appliances and customers that the Company saw fit to station a man down there permanently so that good, efficient service may be rendered our customers at all times. We wish Mr. Brady the best of luck and hope that he enjoys his work very much.

The Liberty Division celebrated T. Brady's and also C. Ott's transfer with a Division party. Did we have a good time?? For further details see "Messrs. Terrell and Walker."

The Ice Plant operators are busy making changes in the plant, getting ready for the rice season. In addition to the routine maintenance work, these men, with the help of Beaumont repair men, are at the present time relocating the ammonia compressor and all auxiliaries and the installing of new horizon close type shell and tube ammonia condenser of 32 ton refrigeration capacity.

Ellis Taylor requests sales prospects to replace reverts of the past month. In addition to the revert business Ellis has also been busy selling major appliances. Since the first of the year he has sold 17 G. E.'s, 31 ranges and 5 Sepco's.

Nathan Gray sold five ranges in one week and if he continues, the pace will be double tough in a month or so.

E. L. Granau.

ORANGE

Curt Guillott entered the organization to work in the ice department during the summer months.

The Humble Oil & Refining Company has opened a new service station at the corner of Green Ave. and 9th Sts.

Felix Wiel is vacating his building on Fifth Street for the purpose of giving room to a Five & Ten cent store to be opened about May 1st.

DISTRIBUTION DEPARTMENT

New Members: Miss Hilda Harrington.

Transfers: N. C. Spencer from Beaumont to Lake Charles. P. G. Simon from Navasota to Beaumont. L. W. Lengnick from Port Arthur to Beaumont. A. L. David from Beaumont to Port Arthur.

Resignations: A. H. Otto resigned April 15 to take students' training course with Carrier Corporation, Newark, N. J.

Sick: Miss June Stewart was off duty from March 18 to 22 due to illness.

Party: The Operating Department threw a party on March 30, honoring Fritz Spencer and others being transferred.

Births: Mr. and Mrs. Floyd R. Smith announce the arrival of little Marion Katharine, a seven pound girl, on April 18, 1937.

ENGINEERING DEPARTMENT

New Members: S. A. Oliver is a new member of Survey Party No. 2.

Resignations: F. T. Ferguson resigned to accept a position with the Sun Oil Company.

Sick: S. A. Gunn underwent an appendectomy at Hotel Dieu on April 2, and has been removed to his home in Beauxart Gardens.

METER DEPARTMENT

New Members: Frank Bolton was transferred from the Transmission Department April 15.

Resignations: A. E. Read resigned April 15 from the Meter Department to open an electrical supply store in Silsbee, handling Westinghouse appliances. We wish him success in his new work.

APRIL PLAIN TALKS



treasury department news

Carra Williams
Editor

BOOKKEEPING

Ross Alvis started the vacation schedule recently, visiting in his home in Jasper, and in Houston and Austin. Is Dennie Taylor attending some sort of Charm School, or was it his better instincts bursting forth when he bowed so graciously when recently introduced to a certain young lady new employee.

BILLING

We are wondering what is going to happen next in the Billing Department. It seems to be a place of constant changes—and after so many years of placidity. Dewey Straley is going back to work in the Lake Charles office on April 26th, and is Dewey happy? Good luck Dewey. Just in case you are wondering the cause for Robichau having so many visitors in the Billing Department—well, it is none other than the new billing clerk, Miss Flora May Clements, who started to work on April 20th. Miss Clements recently moved to Beaumont from Galveston. Helene Miller is rapidly convalescing from an appendectomy operation, and will be back to work Monday, April 26th. Mrs. Shirley Langham Van Riper has been helping out for several weeks. Bernice Sterling is leaving for a vacation in Galveston and surrounding towns on May 1st.

THIRD FLOOR

Charlyne Wheeler recently started the vacation schedule off with interest and excitement, and we are wondering whether she will know more about boats and sailors or stenography when she gets back. Margaret Parish hopes that the next time Charlyne takes a notion to take a boat trip that she won't pick a Refinery payday on which to break the news. Lettie Long is vacationing in San Antonio and Houston. Ray Pace is vacationing in Abilene. The Statistical Department now occupies a suite of offices on the west wing of the third floor, these offices having been renovated and new lighting fixtures installed. Horace Davidson has apparently been practicing for the Golf Tourna-

ment, but when teeing off, instead of hitting the Golf Ball, his toe received the blow, and Horace's condition for the Tournament is not so good. H. R. Whifton, of the rate department, when approached for news for the Plain Talks, scratched his head and scratched his head, and said "What did you say," when asked the second time, he kindly said "Come back about Christmas and maybe we will have time to think about something besides new rates."

COLLECTIONS

Mr. Barrow of the Sour Lake office was recently in to discuss collections and collection methods. Raymond Wright and Bradley McMaster of the Huntsville office were here on April 16th for the same purpose.

Beaumont production dept.

J. C. Tucker "Ice" man has moved his desk out to Neches Station and is now "Test," "Refrigeration" and "Chemical" Engineer.

H. G. Fitzgerald is back after being off due to a sprained ankle.

We are glad to know that Mrs. Fulton is recovering nicely after a brief illness.

Mrs. Terrell and Mrs. Hirsch were hostesses to a lovely benefit bridge party—for the benefit of Keith Welfare Camp on April 15. This party was held in the office of Travis Street Sub-station, and it was very successful financially and socially.

Mr. Fulton made a trip to Boston in connection with the construction to the new unit at Neches Station.

Navasota division news

G. H. Johnson
Editor



STOP ME IF YOU'VE HEARD: That L. T. Haney, jumping a creek, near Keenan, on April 2, broke his foot. (We have heard of jobs going to person's head but never to a foot). That Cheerful Allphin is recuperating from a case of flu which makes him all the more cheerful and happy in the office. That E. W. Ward reports his little son, Ray, shows some improvement in the Waco Hospital. That Wm. Allen, our water serviceman, has recovered sufficiently from an attack to pneumonia, to kick the janitor's dog, Bunk, Jr., from the office for innocently scratching a few fleas. That L. S. Binford has taken over the duties of line patrolman and arrives with that gone look on his face from so much heavy walking. That anyone desiring information on fruit growing or berry raising can call on Diddy Welch and receive expert advice on the subject. That Jeannette Sangster will not let the local girls meet Mr. X (Bill). He is a Seismographer from Louisiana, and does he believe in King's Candies. That Betty Compson and the "Hollywood Girls", all star softball team are to play Navasota's softball team on April 20th. Everyone is attempting to be on the team competing against the girls. That Fig. can't make up his mind whether to play softball this summer. He seems to think that it might take too much time from his heart's desire. That some of these days friends of Ethel Doan will be saying, "I knew her when". (Ethel portrayed the part of Madame Hycenia, voice instructor, in a local talent play, sponsored by the American Legion.) While illustrating one of her voice exercises (that of getting down on her knees and barking like a dog) the entrance of the next actor was purposely delayed, and could she bark?

That the bluebonnets are now in full bloom in and around Navasota. That the majority of the members of the last year's G. S. U. softball team have combined forces with the Clements nine. That Mr. and Mrs. P. G. Simon were entertained on April 7, at the home of

Mr. and Mrs. C. M. Russell, by the Division Employees with a chicken-spaghetti supper.

That Bill Earthman has been bitten by the bug of matrimony and will walk the straight and narrow sometime during April. That H. E. Mortimer is pinning away for a certain school marm at Port Arthur. That "Earnest" Figar says, "what did you say, Louise," when Russell asks him a question about plant operation. That some people even remember when Agnes Jameson wasn't in the Navasota Division office. That Bob Morton lost his golf clubs and had a man arrested when the clubs were in Navasota all the time. Consequently, the following poem has been submitted to us for publication:

"Bob Morton has lost his golf clubs
And doesn't know where to find them—
Just leave them alone—
And they'll come home—
Without the Sheriff behind them.

That Dorothy Dyess is that way about a certain groceryman in Navasota. That Mabel Coleman is quite interested in Houston since a certain party has moved. That C. O. Drennan promised a story concerning the towns and institutions of Conroe, and we are still looking for it. That Mary Scott, Ye (Ed) from Groveton, passed us by on news this month. That people in the old days were shot for submitting such copy as this for publication.

The Navasota Division is quite proud of three members of their organization, who won three of the four prizes for outstanding sales work during the three months range and water heater campaign:

R. A. Honsberger won second prize for the highest percentage of ranges and water heaters for the first three months of the year; W. C. Sadler, Groveton, won first prize for the highest average down payment during the month of

(Continued on page 7)

APRIL PLAIN TALKS



Louisiana division news

John Mattingly
Editor

A story comes from one of the new rural extensions that demonstrates how much things have been speeded up by the use of electricity. One of the new customers who had never used electricity before bought his wife a new adjustomatic iron. He told the salesman that his wife did not understand the use of the heat adjustment, and as the iron got hotter she increased her ironing speed. The result was he said "She made dat two hour ironing in thirty minutes."

The dealers are taking an active interest in merchandise in the new Perry area. A total of twelve refrigerators and a range have been sold by them to date, and the line is not yet completed.

Ernest Little and "Big Foot" House are maintaining their averages of one major appliance per day for the month of April.

A new substation is being built at Blue Lake near Orange, to take care of the air conditioning equipment being installed at the Texas Bar.

The Muller Company and The Fair, Inc., two leading department stores of Lake Charles, are making preparations for the installation of air conditioning equipment.

One of the Lake Charles landmarks, the big brick smokestack, which was part of the old generating plant, was torn down and a number of alterations have been made to the building.

We were grieved to learn of the accidental death of Gordon Farlow, brother of Jimmie and Ed Farlow, which occurred on April 2nd. We extend sympathy to them in their bereavement.

Pat Sullivan of the distribution department, recently surprised his friends by announcing his marriage to Miss Floy Inez Marsh on April 12th.

Dudley G. Wilkens, ex-member of the Hop-Skip and Jump Olympic team, is now a member of the Lake Charles line crew.

Jim Stokes is still recuperating from his recent illness, having just returned from a week in San Antonio.

Jake Jacobsen says he can't understand why a wisdom tooth has so many roots. Jake's feeling much better now, and his face has gone back to its normal size.

Ruth Landry hasn't exactly come down to earth yet after news of her winning the trip to Detroit, but at present her interests are time tables and new clothes.

golf gets going

As Plain Talks went to press, the first of fifty-six foursomes entered in the annual golf tournament were digging divots on the Beaumont country club course. The big event was under way with a record number of entries. The dinner dance, scheduled for Saturday night, will be a record breaker, too, as more than four hundred employees, wives, husbands, and friends are slated to attend.

The two captains, DeBouy with Miss Lamkin as his partner and Linnehan with Mrs. Carlisle, were first off of No. 1 Tee. Mosier and Clement vs. Mulford and O'Brien will be last to come in. Mr. Thorne, it is reported, will serve as toastmaster at the banquet the night of May 1.

Navasota division

(Continued from page 5)

March; and Cleo Smith, of Calvert, under John Crouch, won second prize.

Louise Campbell and Ann Grove, Home Economists, in the Navasota Division, have started contacting the public schools in our division to ascertain whether the Home Economic Departments are using their electrical equipment. We are endeavoring, by making these contacts, to see that the electric equipment is used properly and that the best results are obtained. It also gives us the opportunity of knowing when certain equipment is going to be replaced. We intend in the near future to conduct demonstration classes in the white and negro schools in our division.

We have one editor in our division that leans toward rhymes and here is one of his latest contributions.

(Of course we have no idea as to whom this refers).

"Anders likes Navasota, he says
very well,
Navasota likes Anders, we think he
is swell,
But quite so often, we wonder why,
It's a trip to Beaumont, do or die."

ALVIN

Dean Saxby left April 10, for Kansas City, where he was called on account of the sudden death of his aunt. Charles Shrigley, who has been cashiering in Alvin, has returned to Beaumont. Ethelind Uzzell is the new employee in the Alvin office. A nice commercial lighting load was added to our lines with the opening of a new Piggly Wiggly store.

CALDWELL

Hubert Burns has taken on the ownership of a new Chevrolet. We were visited last month by H. E. Braunig and Hal Brown. W. T. Thagard was honored by being elected President of the Caldwell Rotary Club. We have found another use for the G. E. Washer in Caldwell. One of our customers uses it for churning milk and making butter. Emily Woodson has just returned from a trip to East Texas. We wonder if she really celebrated her birthday.

CALVERT

Cleo Terry is back from Marlin after an operation of March 23. We hope Terry will be back on the job with us soon. Jack Sharp, son of Floyd Sharp, Franklin, is recuperating after a serious illness. Louise Epstein attended the meeting of the Women's Committee, in Beaumont, on March 25, 1937. Mr. and Mrs. J. L. Crouch attended the the Fat Stock Show in Ft. Worth recently. The water treating plant at Franklin has been recently overhauled. J. C. Tucker and Jack Reidy visited us during March. Earl Parker was transferred to Madisonville, on April 1, to take over the duties of Line Patrolman.

MADISONVILLE

H. (AB) Rowe and James (Finley) Odom saw an exhibition game between the New York Yanks and Houston recently. John Lee Barrett has been elected assistant Fire Chief of Madisonville's volunteer department. V. B. Hereford has been elected Vice President of the Madisonville Chamber of Commerce. R. B. Cash and family of Normangee, visited relatives in Port Arthur and Nederland.

HUNTSVILLE

Huntsville entertained the East Texas Chamber of Commerce Convention on March 24. Messrs. Walker, Terrell, and Merriam, and most of the district superintendents represented our company at the convention.

The construction crews in the Huntsville District, under Gean Cawthorne, are fighting to keep on schedule with new distribution and rural lines. Recent extensions completed were to the Texas Company Fuller's Earth Plant at Riverside and Shell Petroleum Company at Cleveland.

The Huntsville Office is having its face lifted. A new front is being put on our office.

Sam Houston, former G. S. U. salesman, and now First Lieutenant in C.C.C. Camp at Pennington, Texas, paid us a visit on April 8.

Flu and illness swept the Huntsville office last month. Practically all the Huntsville Personnel was under the weather. Ruth (Cookie) Lee, Cashier, is still out. We extend our thanks to Mrs. Marcus (Pinkie Burnett) Andrews,

(Continued on page 8)

APRIL PLAIN TALKS

PLAIN TALKS is published monthly at Beaumont, Texas, by and for employees of Gulf States Utilities Company as a medium for a better appreciation of our responsibilities to each other and to the public.

Kenneth Sutton Editor
Jack Gammage Art Editor

Navasota division

(Continued from page 7)

and to Buck Thompson for their aid. We wish for speedy recovery of Mrs. H. R. Weaver, who has recently had a severe attack of pneumonia, and Mrs. Paul Jenkins from a recent appendectomy.

GROVETON

Sorry, Folks, but this space is practically blank. Evidently W. C. Sadler and Mary Scott have been too busy with their mail order catalogues.

CONROE

The Navasota Line Crew has been changing overloaded transformers at the American Liberty Pipe Line Station, in the Conroe Oil Field. H. J. (Hipps) Sisco, has recovered from a broken foot received by falling off a service pole. G. B. (Red) Boswell, spent Sunday with his parents in Orange. We are glad to report that his father who has been ill, has improved. W. E. (Bill) Earthman was once vaccinated for matrimony, but evidently it did not take. Chief Engineer Schroeder has about come down to earth after the arrival of another boy in his home.

CLEVELAND

The 33,000 volt line to the 1000 H. P. Shell-Cleveland Station was completed in March. Construction was also finished on the 33 K. V. line extension to serve the new Gravel Pit located at Romayor. The line to the Atlantic Pump Station was reinsulated and the customers were back on the line on April 13, 1937.

APRIL PLAIN TALKS

complete job

On April 15, our new rural extension to serve Gilchriest and Caplen was put into service. The new main line, including the secondary distribution, extends a distance of approximately 10.6 miles, and was built to comply with national safety codes.

In designing this line, the following factors had to be considered: Economy, resistance to hurricanes, unpredictable load, and city people living temporarily in the country. As in other rural extensions which we have recently built, one conductor safely does double duty, carrying both a high voltage current and a low voltage current.

Placing this line into service realizes the dream of many Beaumonters, in addition to beach dwellers, in that they now enjoy the modern conveniences of city life, which electrical service provides, while far away from the cares and troubles of their daily vocations.

model home



An all-electric kitchen and attic ventilation were two modern features of the model home, built and opened for public inspection in Beaumont recently by radio station KFDM. Hundreds of interested persons visited the home and, according to the hostess who welcomed them, the electric kitchen hogged the interest, with the ventilating system running a close second.

Port Arthur

(Continued from page 2)

COMMERCIAL

Want a slightly used End-man? John Knapp is a full-fledged actor now, after three nights and a matinee in the Lions Club Minstrel. Johnnie surely makes a bold bad pirate!

Fred Parent is a new District Representative, taking over the duties of Paul Baker, who was transferred to the sales floor when H. E. Mortimer went to Navasota. We hope you'll like your new Parents, Mr. Parent.

Luke Levesque is back on the job after several days illness. Wonder if it was caused by having to eat his own cooking while wife Delcie is working in the Beaumont Office?

Mamie Voyles and Docia Moore are lousy with cooking schools these days. That's what they've got more of than anything else—Groves school, Beauxart Gardens school, Nederland school and then on April 27-28-29 the Annual Port Arthur News Cooking School.

Do you think that maybe it was Ann Grove whom Blackie DeCuir and R. Kunitz went to see in Navasota a few week-ends ago? Well, you go to the head of the class for the correct answer if you said "yes". From all reports of the trip, Annie is surely doing some swell cooking these days. But listen Ann—that pretty brunette who drinks coffee with Blackie several times a day is our little "hello" girl—Lorraine Spence.

Vernon (Hi-Toots) Bodin is back smiling to the customers over the cage counter after his illness.

They are not slow down in Sabine. Joe Prejean, our Sabine District Representative, was out on Straw Hat day with his new hat and white shoes.

1st quarter sales

(Continued from page 2)

sales are holding up remarkably well, indicating that there is constantly growing public acceptance of electric cookery as a better way to cook. The days when it was necessary to beat the bushes to uncover prospects for ranges is rapidly fading into the background and while we are not out of the pioneering woods on this device, the results being achieved are very gratifying.

attic

ventilation

In the business of electricity, real public service is its contribution to a better community and a better way of living. Over many years this has been our watchword, and our customers have placed their confidence in us for that service by the tune of 22,000 refrigerators, 5,000 ranges and 1,500 water heaters, plus countless other convenience appliances in the home.

In the last year or two, another electrical device has been introduced in Lake Charles and vicinity, which over a few months' use will do as much to declaim the beauty of electricity as many other uses. That is the fan assembly we know as attic ventilation.

What could be more pleasing to a tired family at the end of a hot summer day, than to be able to sit in their home with a sense of relief and comfort? What could build more appreciation for the use of electricity than such welcome relief. The fans used in creating the ventilation are as simple as an ordinary desk fan. We call it attic ventilation, because they are installed in the attic with an opening to the outside. In operation, the fan draws air from the outside through the windows, through the rooms into a ceiling grill, and expels the hot attic air outside.

The real comfort that this ventilation gives us is air circulation moving body heat by evaporation. For the best performance and effect, a fan large enough to handle the volume of air to give a complete change in each room every one to one and one half minutes is necessary.

Any of our customers would welcome information on this electrical appliance and are looking for just this thing for summer comfort. A real public service would be to tell them about it, and that any dealer would be very glad to submit a survey and bid.